

ABSTRACT

- [60] A gum based chewing product, particularly a chewing / bubble gum, contains a synthetic or natural betel nut source, an alkaloid-like composition such as nicotine or other such alkaloids like caffeine, theine etc. from natural or synthetic origin for its source. The product preferably has taste enhancers like lime and/ or catechu. A process for preparing the gum based chewing product. The product has improved high smoothness, less saliva generation, excellent overall taste and chewing properties. The gum pieces deliver 1 to 12.6 mg of nicotine per piece.